

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

1. Cancelled.
2. (Previously Presented) The method according to claim 40, wherein the sponsored information comprises at least one of location based advertising and location based content.
3. Cancelled.
4. (Previously Presented) The method according to claim 2, wherein the sponsored information relates to a particular subject matter area.
5. (Previously presented) The method according to claim 4, wherein the particular subject matter is determined based on the user.
6. Cancelled.
7. Cancelled.
8. (Previously presented) The method according to claim 40, wherein the step of determining the target location comprises at least one of: receiving location data input by the user, using a network address of the user's computing/communications device, and using a location table for determining the location data.
9. Cancelled.
10. Cancelled.
11. Cancelled.

12. Cancelled.
13. Cancelled.
14. (Previously Presented) The method according to claim 40 wherein the network is the Internet.
15. Cancelled.
16. Cancelled.
17. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the sponsored information comprises at least one of location based advertising and location based content.
18. Cancelled.
19. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the sponsored information relates to a particular subject matter area.
20. (Previously presented) The computer readable data storage medium according to claim 19, wherein the particular subject matter area is determined based on the user.
21. Cancelled.
22. Cancelled.

23. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the first program code determines the target location data by at least one of: receiving location data input by the user, using a network address of the user's computing/communications device, and using a location table for determining the location data.

24. Cancelled.

25. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the first program code and the third program code communicate with a the user's computing/communication device.

26. (Previously presented) The computer readable data storage medium according to claim 25, wherein the computing/communication device includes at least one of: a personal digital assistant (PDA) or other portable device, a web browser, a cell or other wireless phone, a electronic billboard, a website, a pager, a television, a web-based television device, an internet enabled device or appliance, a health monitoring device, a kiosk displaying information related to one or more subject areas, a terminal in a library, an Internet radio application, and a job related web site.

27. Cancelled.

28. Cancelled.

29. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the network is the Internet.

30. Cancelled.

31. Cancelled.

32. (Previously Presented) A method-as recited in claim 40 comprising:
determining contextual information, other than the user's physical location or a physical location of the computing/communications device;
generating the sponsored information based on the determined contextual information; and
providing the generated sponsored information over the network to the user.

33. Cancelled.

34. (Previously Presented) The method according to claim 32, wherein the contextual information comprises a type of device through which the user communicates with the network or characteristic of the user.

35. (Previously Presented) The method according to claim 34 wherein the type of device comprises one of a laptop, a pager, an electronic billboard, or internet appliance.

36. Cancelled.

37. Cancelled.

38. Cancelled.

39. Cancelled.

40. (Previously Presented) A computer implemented method of communicating information concerning a target location for which a user seeks information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

at said server retrieving from a database at least one of a plurality of categories of sponsored information provided by exclusive sponsors for said target location; and

delivering said sponsored information to said computing/communications device over said network.

41. (Previously Presented) A method as recited in claim 40, further comprising interpreting data input by a user of said computing/communication device to determine said target location.

42. (Previously Presented) A method as recited in claim 41, further comprising communicating to said user through said computing/communication device location selection options.

43. (Previously Presented) A method as recited in claim 42, further comprising communicating to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

44. (Previously Presented) A method as recited in claim 42, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for a specific time period.

45. (Previously Presented) A method as recited in claim 44, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-divisions.

46. (Previously Presented) A method as recited in claim 40, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

47. (Previously Presented) A computer readable data storage medium having program code stored thereon that, when executed by a computer, communicates information concerning a target location for which a user seeks information from a server to a

computing/communications device communicatively connected to said server on a network comprising:

a first program code that determines a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

a second program code that retrieves from a database categories of sponsored information provided by exclusive sponsors for said target location; and

a third program code that delivers said sponsored information to said computing/communications device over said network.

48. (Previously Presented) The computer readable data storage medium according to claim 47 comprising program code that interprets data input by a user of said computing/communication device to determine said target location.

49. (Previously Presented) The computer readable data storage medium according to claim 48, further comprising program code that communicates to said user through said computing/communication device location selection options.

50. (Previously Presented) The computer readable data storage medium according to claim 49, comprising program code that communicates to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

51. (Previously Presented) The computer readable data storage medium according to claim 49 comprising program code that delivers from said server to said computing/communications device said sponsored information for a specific time period.

52. (Previously Presented) The computer readable data storage medium according to claim 51 comprising program code that delivers from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-divisions.

53. (Previously Presented) The computer readable data storage medium according to claim 47, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

54. (Previously Presented) A system for communicating to a user sponsored content in categories assigned for at least one of a plurality of target locations for which a user seeks information over a network, comprising:

- a computing/communications device having an interface to communicate with said user and to communicate user selected ones of said target locations over said network and circuitry to determine information for identifying said selected ones of said target locations independent of a physical location of said computing/communications device; and

- a server connected to said network, said server being configured to receive said information identifying said selected ones of said target locations and to generate said sponsored content provided by exclusive sponsors for said categories assigned to said selected ones of said target locations and to communicate categorized sponsored content to said computing/communications device for each said one of said selected target locations.

55. (Previously Presented) In a computer implemented network for communicating information concerning a target location for which a user seeks information to a user of said network, a method of allocating to sponsors specific time periods for providing said target location information comprising the steps of:

- for each said target location, identifying at a server device on said network categories of information for said target location and available time periods;

- for each said category of information, automatically auctioning exclusive access to provide said target information to a highest bidder for each said available time period; and

- through said server facilitating communication of said target location information from a winner of said auction for each respective time period.

56. (Previously Presented) In a computer implemented network for communicating target location information to a user of said network, the method of claim 55,

comprising allowing an existing exclusive sponsor in a respective category of information to match a bid of another participant in the auction for the respective category.

57. (New) A computer implemented method of communicating residential real estate foreclosure information concerning a target location for which a user seeks residential real estate foreclosure information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said geographical region specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

at said server retrieving from a database at least one of a plurality of categories of sponsored information related to residential real estate foreclosure provided by exclusive sponsors participating in residential real estate foreclosure transactions for said geographical region; and

delivering said sponsored information related to residential real estate foreclosure to said computing/communications device over said network.